

# EXHIBIT

# 7

MYRON  
205 Maywood Avenue  
Maywood, New Jersey 07067  
Phone: 1-800-537-2818  
Fax: 1-800-783-7643  
www.myron.com

**Myron**  
Business  
Personal  
Financial  
Management

July 2004

**Limited Time Only  
One LOW Price  
\$1.79 Each!**



\*\* ALL FOR ADC 07099  
4523-A  
Barbara De Guzman  
205 Maywood Avenue  
Maywood, NJ 07067-1007

Good Morning,

Surprised to see the Barbara De Guzman name on the enclosed 2 in 1 Teamwork Peak 200 Atlas Diary sample? Looks impressive, doesn't it?

Sized to fit any pocket, this indispensable companion features a week-in-view calendar and a handy 16-page, full-color U.S. road atlas. The stylish black crush cover includes a built-in sleeve to hold the matching slim-profile ballpoint pen with convenient one-handed plunger action.

As your customers, prospects, employees and associates record appointments, jot down frequently called numbers or check the atlas, your company's name and address, *imprinted in gold*, will be seen time and time again, and your commitment to teamwork will be reinforced every day.

**A New Diary With Full-Color Atlas At Breakthrough Prices!**

Order now and you will get this great advertising tool at ONE LOW PRICE OF JUST \$1.79 PER DIARY FOR ANY QUANTITY SHOWN! And when your order is received within the next 30 days, you include a Bonus...

**A Free Teamwork Peak Gift Box With Every Diary You Order!**

Everything you purchase from Myron is backed by my unconditional guarantee - you must be totally satisfied or your money back. Don't miss this special opportunity to keep in touch with customers 365 days a year - at introductory savings. Order today.

Cordially,

*Mike Adler*  
Mike Adler  
Owner/Founder

P.S. This offer is limited to new customers and expires in 30 days, so act now!



**Order Now - Pay ONE Low Price ... Just \$1.79 each!**

☒ OKAY MIKE! HERE'S MY ORDER!

1. 2 in 1 Teamwork Peak 200 Atlas Diary #52163408

Quantity	50	100	250	500	1,000
Regular Price	\$2.94	\$2.94	\$2.94	\$2.94	\$2.94
Special Price	\$1.79 ea.	\$1.79 ea.	\$1.79 ea.	\$1.79 ea.	\$1.79 ea.

2. Select one imprint option: (a, b or c)

(a) ☐ Imprint per enclosed sample (as shown below)

Committee of  
BARBARA DE GUZMAN  
Maywood, NJ 07067

(b) ☐ Change my imprint to: (Please print or type clearly.)  
Four line imprint address: 21 characters per line including spaces.

1. \_\_\_\_\_  
2. \_\_\_\_\_  
3. \_\_\_\_\_  
4. \_\_\_\_\_  
Most customers use this line of imprint for a full website or phone number.

(c) ☐ No imprint desired.

☐ Use my logo for an imprint

\$25.00 one-time charge for custom logo, lettering or special characters;  
include black and white artwork, no shading, photocopies or fonts.

☒ FREE GIFT: Teamwork Peak Gift Box # P616103

3. Method of Payment: (Please print or type clearly.)

☐ Check Enclosed ☐ Bill Account (add to my bill)  
☐ VISA ☐ American Express ☐ MasterCard ☐ Discover

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_ (All orders must be signed) Date \_\_\_\_\_

Title \_\_\_\_\_ Email \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_  
\*For number required to send you a FREE paper proof of your order.  
CASH: P8000302  
Barbara De Guzman  
205 Maywood Avenue  
Maywood, NJ 07067-1007  
Residential: 07067-1007, 07067-1007, 07067-1007, 07067-1007

6/20/04  
141

TO ORDER BY PHONE, CALL: 1-800-537-2818 OR FAX 1-800-783-7643

MYRON, 205 Maywood Avenue, Maywood, New Jersey 07067

We are not responsible for any shipping errors that may occur at any time. This offer is subject to modification or withdrawal without prior notice.

6/20/04  
141

MYRON 0165

MYRON  
205 Maywood Avenue  
Maywood, New Jersey 07607  
Phone: 1-800-537-2619  
Fax: 1-800-753-7043  
www.myron.com

July 2004

Limited Time Only  
One LOW Price  
\$1.79 Each!



10.2 3

Barbara De Guzman  
205 Maywood Avenue  
Maywood, NJ 07607-1007

Good Morning,

Surprised to see the Barbara De Guzman name on the enclosed 2 in 1 Teamwork Peak 200 Blue Mountains Diary sample? Looks impressive, doesn't it?

Sized to fit any pocket, this indispensable companion features a week-in-view calendar and a handy 16-page, full-color U.S. road atlas. The stylish black crush cover includes a built-in sleeve to hold the matching slim-profile ballpoint pen with convenient one-handed plunger action.

As your customers, prospects, employees and associates record appointments, jot down frequently called numbers or check the atlas, your company's name and address, *imprinted in gold*, will be seen time and time again, and your commitment to teamwork will be reinforced every day.

**A New Diary With Full-Color Atlas At Breakthrough Prices!**

Order now and you will get this great advertising tool at **ONE LOW PRICE OF JUST \$1.79 PER DIARY FOR ANY QUANTITY SHOWN!** And when your order is received within the next 30 days, I'll include a Bonus ...

**A Free Teamwork Peak Gift Box With Every Diary You Order!**

Everything you purchase from Myron is backed by my unconditional guarantee - you must be totally satisfied or your money back. Don't miss this special opportunity to keep in touch with customers 365 days a year - at introductory savings. Order today.

Cordially,

*Mike Adler*  
Mike Adler  
Owner/Founder

P.S. This offer is limited to new customers and expires in 30 days, so act now!

**Order Now -- Pay ONE Low Price ... Just \$1.79 each!**

☒ OKAY MIKE! HERE'S MY ORDER!

1. 2 in 1 Teamwork Peak 200 Blue Mountains Diary #02216408
- |                                  |                              |                              |                              |                                |
|----------------------------------|------------------------------|------------------------------|------------------------------|--------------------------------|
| <input type="checkbox"/> 50 each | <input type="checkbox"/> 100 | <input type="checkbox"/> 250 | <input type="checkbox"/> 500 | <input type="checkbox"/> 1,000 |
| Regular Price                    | \$9.94                       | \$2.89                       | \$2.79                       | \$2.47                         |
| Special Price                    | \$1.79 ea                    | \$1.79 ea                    | \$1.79 ea                    | \$1.79 ea                      |

2. Select one imprint option: (a, b or c)  
There is an \$8.95 handling fee for all imprint orders.

(a) ☐ Imprint per enclosed sample: (as shown below)  
Consignment of  
BARBARA DE GUZMAN  
Maywood, NJ 07607

(b) ☐ Change my imprint to: (Please print or type clearly.)  
For line imprint approx. 21 characters per line including spaces.

1. If "Consignment of" is desired please write in on line 1 above

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

Send customers use this line of imprint for e-mail, website or phone number.

(c) ☐ No imprint desired.

☐ Use my logo for an imprint  
\$28.50 one-time charge for custom logo, lettering or special characters.  
Include black and white artwork, no shading, photocopies or scans.

☒ FREE GIFT: Teamwork Peak Gift Box # P9L6263

3. Method of Payment: shipping and handling additional FOR NJ ONLY  
☐ Check Enclosed ☐ Bill Account (net 30 days to O/R, read first)  
☐ VISA ☐ American Express ☐ MasterCard ☐ Discover

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_  
Signature \_\_\_\_\_ (All orders must be signed) Date \_\_\_\_\_  
Title \_\_\_\_\_ E-Mail \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_  
\*For samples request to send you a FREE paper proof of your order.  
Q814: P171898737  
Barbara De Guzman  
205 Maywood Avenue  
Maywood, NJ 07607-1007  
Consignment of P.O. Box 1054 Street 1054 Street Maywood, NJ 07607-1007

TO ORDER BY PHONE, CALL 1-800-537-2619 OR FAX 1-800-753-7043  
MYRON, 205 Maywood Avenue, Maywood, New Jersey 07607

We are not responsible for typographic errors that may appear in this offer. This offer is subject to modification or withdrawal without prior notice.

MYRON 0166

MYRON  
205 Maywood Avenue  
Maywood, New Jersey 07607  
Phone: 1-800-526-9766  
Fax: 1-800-646-1443  
www.myron.com



June 2004

25% Off  
Our Regular  
Low Price!



2  
MR. TERRY FLYNN  
205 MAYWOOD AVENUE  
MAYWOOD, NJ 07607

Dear Mr. Flynn,

Here's a great opportunity to get priority handling on reordering your Teamwork Peak 500 Diaries for the year 2005 - the same calendars that worked so well for you last year.

Customized calendars will advertise your company every day, all year long!

These handsome calendars customized with your imprint in rich gold foil are a great way to show mutual appreciation and build confidence.

Order Now - Get 25% Off and receive a FREE GIFT!

Order your 2005 calendars now, and we'll send them to you at 25% OFF LAST Fall's Low Regular Prices. Plus, to thank you for your business, a Silver Plated Picture Frame is yours FREE if your order is received by August 2, 2004.

Cordially,

*Mike Adler*  
Mike Adler  
Owner/Founder

P.S. As you know, everything you order from Myron is covered by our unconditional money-back guarantee, even if it's imprinted.



**SAVE 25% OFF OUR REGULAR PRICES!**

☒ **OKAY MIKE! I'D LIKE TO REORDER THE**  
Teamwork Peak 500 Diary #5003AD

1. Check Quantity: (prices are per piece)

<input type="checkbox"/> 100	<input type="checkbox"/> 125	<input type="checkbox"/> 150	<input type="checkbox"/> 175	<input type="checkbox"/> 200
Regular Price	<del>\$2.99</del>	<del>\$2.94</del>	<del>\$2.89</del>	<del>\$2.86</del>
Discount Price	\$2.24 ea.	\$2.20 ea.	\$2.16 ea.	\$2.14 ea.

2. Select one imprint option: (a, b or c)

There is an \$8.95 machine set up charge for all imprinted orders.

(a) ☐ Use my previous imprint: (as shown below)

NO IMPRINT WAS ORDERED.

(b) ☐ Change my imprint to: (Please print or type clearly.)

Four line imprint approx. 80 characters per line including spaces.

1. \_\_\_\_\_  
If "Congratulations" is desired please write it on line 1 above.
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

Note: Most customers use the last line of imprint for their phone number.

(c) ☐ No imprint desired.

☒ **FREE GIFT: Silver Plated Picture Frame # 0106100**  
Gift shipped separately.

3. Method of Payment: Shipping and handling additional. FOB NJ Factory.

☐ Check Enclosed ☐ Bill Account (net 30 days to D&B retail firms)  
☐ VISA ☐ American Express ☐ MasterCard

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_ (All orders must be signed) Date \_\_\_\_\_

Title \_\_\_\_\_ E-Mail \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_  
\*Fax number required to send you a FREE paper proof of your order.

GSIN: 0194471399

MR. TERRY FLYNN  
205 MAYWOOD AVENUE  
MAYWOOD, NJ 07607

Cannot ship to P.O. Box. USA street address required, make corrections above.

MYRON 0167

TO ORDER BY PHONE, CALL 1-800-526-9766 OR FAX 1-800-646-1443

MYRON, 205 Maywood Avenue, Maywood, New Jersey 07607

Myron is not responsible for typographical errors. This offer is subject to modification or withdrawal at any time without prior notice.

502 MYR07611

Caillat Decl., Ex. 7  
Page 3 of 9

MYRON  
205 Maywood Avenue  
Maywood, New Jersey 07607  
Phone: 1-800-537-2518  
Fax: 1-800-753-7043  
www.myron.com

July 2006

Limited Time Only  
One LOW Price  
\$1.79 Each!



632 5

Marie Kuhlensamp  
205 Maywood Avenue  
Maywood, NJ 07607-1007

Good Morning,

Surprised to see the Marie Kuhlensamp name on the enclosed 2 in 1 Teamwork Burgundy Mountains Diary sample? Looks impressive, doesn't it?

Sized to fit any pocket, this indispensable composition features a week-in-view calendar and a handy 16 page, full color U.S. road atlas. The stylish black crush cover includes a built-in sleeve to hold the matching slim-profile ballpoint pen with convenient one-handed plunger action.

As your customers, prospects, employees and associates record appointments, jot down frequently called numbers or check the dates, your company's name and address, *imprinted in gold*, will be seen there and time again, and your commitment to teamwork will be reinforced every day.

**A New Diary With Full-Color Atlas At Breakthrough Prices!**

Order now and you will get this great advertising tool at **ONE LOW PRICE OF JUST \$1.79 PER DIARY FOR ANY QUANTITY SHOWN!** And when your order is received within the next 30 days, I'll include a bonus...

**A Free Teamwork Peak Gift Box With Every Diary You Order!**

Everything you purchase from Myron is backed by my unconditional guarantee - you must be totally satisfied or your money back. Don't miss this special opportunity to keep in touch with customers 365 days a year - at introductory savings. Order today.

Cordially,

*Mike Adler*  
Mike Adler  
Owner/Founder

P.S. This offer is limited to new customers and expires in 30 days, so act now!

**Order Now - Pay ONE Low Price ... Just \$1.79 each!**

☒ **OKAY MIKE! HERE'S MY ORDER!**

1. 2 in 1 Teamwork Burgundy Mountains Diary #52421403

Regular Price	\$1.79 ea	\$2.99 ea	\$2.99 ea	\$2.99 ea	\$2.99 ea
Special Price	\$1.79 ea	\$1.79 ea	\$1.79 ea	\$1.79 ea	\$1.79 ea

2. Select one imprint option: (a, b or c)

(a) ☒ Imprint per enclosed sample (as shown below)

Comments of  
MARIE KUHLENSAMP  
Maywood, NJ 07607

(b) ☐ Change my imprint to: (Please print or type clearly.)  
Four line imprint option - 21 characters per line including spaces.

(c) ☐ Imprint per enclosed sample (as shown below)

3. Method of Payment: Shipping and handling additional. FOB NJ Factory.

☒ **FREE GIFT: Teamwork Peak Gift Box # PSL8883**

☐ Check Enclosed ☐ DR Account (not 30 days in D&B rated firms)  
☐ VISA ☐ American Express ☐ MasterCard ☐ Discover

Card Number

Expiration Date

Signature

(All orders must be signed)

Date

Title

E-mail

Telephone

Fax

\*For number returned to send you a FREE paper proof of your order

Q806: P54515984

Marie Kuhlensamp

205 Maywood Avenue

Maywood, NJ 07607-1007

Cancel ship to P.O. Box. USA street address required, unless otherwise shown

Most customers use this type of imprint for a great advertising price tag!

(c) ☐ No imprint desired.

☐ Use my logo for an imprint

\$29.50 one line charge for custom logo, lettering or special characters  
include black and white artwork, non-reflective photographic plates

TO ORDER BY PHONE, CALL 1-800-537-2518 OR FAX 1-800-753-7043

MYRON, 205 Maywood Avenue, Maywood, New Jersey 07607

We are not responsible for typographic work that may appear in this letter. This offer is subject to modification or substitution without prior notice.

3211 10/2006

MYRON 0168



MYRON  
205 Maywood Avenue  
Maywood, New Jersey 07067  
Phone: 1-800-528-0788  
Fax: 1-800-648-1443  
www.myron.com

March 2004

**25% OFF  
REGULAR PRICE!**

**Myron**  
The Leader in  
Personalized Stationery Since 1964



10.5 A

MR. TERRY FLYNN  
205 MAYWOOD AVENUE  
MAYWOOD, NJ 07067

Dear Mr. Flynn,

Smart business people like you recognize that it's easier to retain a current customer than it is to attract a new one. And quite often, it's the personal touch that sets you apart from the competition.

Right now, your customers and associates are enjoying your gift of Myron Pocket Diaries. Throughout the next 12 months, they'll be reminded of your generosity as they make appointments, check schedules, and stay organized over the course of the busy workweek. Now it's time to turn your attention to the next gift-giving season.

**New 2005 Pocket Diary Design with Full-Color Atlas**

Take our NEW 2 in 1 Teamwork Peak 300 Diary. This distinct organizer includes a week-in-view calendar and 16-page full-color U.S. road atlas. The handsome brown textured cover, boasting our best-selling Teamwork theme, includes a built-in sleeve to hold the matching slim-profile ballpoint pen with convenient one-handed plunger action. Plus we'll imprint your four-line message on the cover in gold foil - FREE!

**Exclusive Early-Bird Offer for Myron Preferred Customers**

Order the year 2005 2 in 1 Teamwork Peak 300 Diary now and receive these great benefits:

- **25% OFF** our Regular Price
- Shipment of your diaries at your convenience
- No payments until after your order has been shipped
- **FREE GIFT**
- **FREE** four-line custom imprint
- **100%** satisfaction guaranteed

Don't wait! This limited time offer will expire within 30 days.

Best regards,

*Mike Adler*  
Mike Adler, Owner/Founder

**25% OFF REGULAR PRICE!**

**OKAY MIKE! HERE'S MY ORDER!**

**1. 2 in 1 Teamwork Peak 300 Diary #62290688**

Regular Price \$2.54 \$2.54 \$2.54 \$2.54 \$2.54  
25% Discount \$1.91 \$1.91 \$1.91 \$1.91 \$1.91

**2. Select one imprint option: (a, b or c)**

There is an \$8.50 machine set-up charge for all imprinted orders.

**(a) Imprint per enclosed sample: (as shown below)**

Comments of  
TERRY FLYNN  
MAYWOOD, NJ 07067

**(b) I change my imprint to: (Please print or type clearly.)**  
Four line imprint. 21 characters per line including spaces.

If "Comments of" is desired please write in on line 1 above.

Most customers use this line to imprint for e-mail, website or phone number.

**(c) No imprint desired.**

**Use my logo for an imprint**

2005-2006 (large for 2007) 2006-2007 (smaller) 2007-2008 (smaller) 2008-2009 (smaller) 2009-2010 (smaller) 2010-2011 (smaller) 2011-2012 (smaller) 2012-2013 (smaller) 2013-2014 (smaller) 2014-2015 (smaller) 2015-2016 (smaller) 2016-2017 (smaller) 2017-2018 (smaller) 2018-2019 (smaller) 2019-2020 (smaller) 2020-2021 (smaller) 2021-2022 (smaller) 2022-2023 (smaller) 2023-2024 (smaller) 2024-2025 (smaller) 2025-2026 (smaller) 2026-2027 (smaller) 2027-2028 (smaller) 2028-2029 (smaller) 2029-2030 (smaller) 2030-2031 (smaller) 2031-2032 (smaller) 2032-2033 (smaller) 2033-2034 (smaller) 2034-2035 (smaller) 2035-2036 (smaller) 2036-2037 (smaller) 2037-2038 (smaller) 2038-2039 (smaller) 2039-2040 (smaller) 2040-2041 (smaller) 2041-2042 (smaller) 2042-2043 (smaller) 2043-2044 (smaller) 2044-2045 (smaller) 2045-2046 (smaller) 2046-2047 (smaller) 2047-2048 (smaller) 2048-2049 (smaller) 2049-2050 (smaller) 2050-2051 (smaller) 2051-2052 (smaller) 2052-2053 (smaller) 2053-2054 (smaller) 2054-2055 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MYRON  
205 Maywood Avenue  
Maywood, New Jersey 07807  
Phone: 1-800-637-2819  
Fax: 1-800-753-7943  
www.myron.com



July 2004

Limited Time Only  
One LOW Price  
\$1.79 Each!



\*\* 3-DIGIT 076  
66.12 3  
Barbara De Guzman  
205 Maywood Avenue  
Maywood, NJ 07807-1007

Good Morning,

Surprised to see the Barbara De Guzman name on the enclosed Teamwork Peak 500 Diary sample?  
Looks impressive, doesn't it!

This distinctive diary is loaded with features - a convenient weekly format, useful information section, full-color road atlas, gold gilt-edged pages and gold-tone corners. The handsome black crush cover features our best selling Teamwork design of "TEAMWORK Together we achieve the extraordinary" with an image of two mountain climbers reaching the top.

As your customers, prospects, employees and associates record appointments, jot down frequently called numbers or check the atlas, your company's name and address, *imprinted in gold*, will be seen time and time again, and your commitment to teamwork will be reinforced every day.

**A New Diary With Full-Color Atlas At Breakthrough Prices!**

Order now and you will get this great advertising tool at **ONE LOW PRICE OF JUST \$1.79 PER DIARY FOR ANY QUANTITY SHOWN!** And when your order is received within the next 30 days, I'll include a Bonus ...

**A Free Teamwork Peak Gift Box With Every Diary You Order!**

Everything you purchase from Myron is backed by my unconditional guarantee - you must be totally satisfied or your money back. Don't miss this special opportunity to keep in touch with customers 365 days a year - at introductory savings. Order today.

Cordially,

*Mike Adler*  
Mike Adler  
Owner/Founder

P.S. This offer is limited to new customers and expires in 30 days, so act now!

**Order Now - Pay ONE Low Price ... Just \$1.79 each!**

**OKAY MIKE! HERE'S MY ORDER!**

1. Teamwork Peak 500 Diary 9503AD48  
☐ 50 each ☐ 100 ☐ 250 ☐ 500 ☐ 1,000  
 Regular Price \$9.54 - \$9.56 - \$9.79 - \$9.97 - \$9.99  
 Special Price \$1.79 ea. \$1.79 ea. \$1.79 ea. \$1.79 ea. \$1.79 ea.

2. Select one imprint option: (A, B or C)  
 There is an \$8.95 machine set up charge for all imprinted orders.

(A) ☐ Imprint per enclosed sample: (as shown below)

Compliments of  
BARBARA DE GUZMAN  
Maywood, NJ 07807

(B) ☐ Change my imprint to: (Please print or type clearly.)  
 Four line imprint approx. 30 characters per line including spaces.

1. "Compliments of" is desired please type in on line 1 above.

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

Most customers use this line of imprint for e-mail, website or phone number.

(C) ☐ No imprint desired.

☐ Use my logo for an imprint.  
 \$29.50 one-time charge for custom logo, lettering or special characters.  
 Include black and white artwork, no shading, photographs or faces.

**FREE GIFT: Teamwork Peak Gift Box # P91.0205**

**3. Method of Payment:** Enclose and handling charges. ☐ P.O. Money

☐ Check Enclosed ☐ Bill Account over 30 days to 100% retail price.  
☐ VISA ☐ American Express ☐ MasterCard ☐ Discover

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_ (All orders must be signed) Date \_\_\_\_\_

Title \_\_\_\_\_ E-Mail \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

\*For number required to send you a FREE paper proof of your order.

Q&M: P115954208

Barbara De Guzman  
205 Maywood Avenue  
Maywood, NJ 07807-1007

Cannot ship to P.O. Box, USA street address required, make corrections above.

61000  
805

TO ORDER BY PHONE, CALL 1-800-637-2819 OR FAX 1-800-753-7943

MYRON, 205 Maywood Avenue, Maywood, New Jersey 07807

We are not responsible for typographic errors that may appear in this letter. This offer is subject to modification or withdrawal without prior notice.

8/04 1/07/04

MYRON 0170

MYRON  
285 Maywood Avenue  
Maywood, New Jersey 07067  
Phone: 1-800-528-9766  
Fax: 201-528-9766  
E-Mail: myron@myron.com

March 2004

**Myron**  
The Master of  
Personalized Business Gifts



36  
MR. TERRY FLYNN  
205 MAYWOOD AVENUE  
MAYWOOD, NJ 07067

Dear Mr. Flynn,

The business gift you select says a great deal about you. So this year, impress your customers and associates with a business gift which speaks volumes about your sense of quality and style - Myron's Sutton Teamwork Sport Set.

Good to fit any pocket, this indispensable companion features a week-at-a-view calendar and a handy 16-page, full color U.S. road atlas. The stylish black cover with elegant serpentine look spine features our best-selling Teamwork theme and includes a handy loop to hold the mini ballpoint pen.

As your customers, prospects, employees and associates record appointments, jot down frequently called numbers or check the time, your company's name and address, imprinted in gold will be seen time and time again, and your commitment to excellence will be reinforced every day.

But the most important feature of the Sutton Teamwork Sport Set is its price. We've made this handsome gift affordable so you can give it to everyone on your business gift list - while staying within your promotional budget!

Place your order for the Sutton Teamwork Sport Set now and I'll send you a FREE Gift as my "Thanks" for your order. Don't miss this opportunity to put your name on this "business builder".

Cordially,

*Mike Adler*  
Mike Adler  
Owner/Founder

P.S. Order the Sutton Teamwork Sport Set today to put this quality gift in your customers' hands. You'll build goodwill for your business that will last throughout the coming year.

MYRON ©2003 All Rights Reserved

☒ **OKAY MIKE! HERE'S MY ORDER!**

**1. Select Product: (a or b)**

(a) Sutton Teamwork Sport Set #S2200428

☐ \$0 (min.) ☐ 100 ☐ 250 ☐ 500 ☐ 1,000  
\$3.75 ea. \$3.22 ea. \$2.50 ea. \$2.79 ea. \$2.57 ea.

(b) I'd rather order: Teamwork Peak 908 Diaries #9082AD

☐ 2,004 @ \$2.22 ea. ☐ 2,500 @ \$2.19 ea. ☐ 3,000 @ \$2.16 ea.

**2. Select one imprint option: (a, b or c)**

There is an \$8.95 machine set up charge for all imprinted orders.

(a) ☐ Imprint per enclosed sample (as shown below)

Consultants of  
TERRY FLYNN  
MAYWOOD, NJ 07067

(b) ☐ Change my imprint to: (Please print or type clearly.)

Sample text imprint is: 4 lines, approx. 25 characters per line including spaces.  
Reorder text imprint is: 4 lines, approx. 30 characters per line including spaces.

\* Transferring of a desired phrase will be on line 1 above.

Now customers use this line of imprint for e-mail, website or phone number

(c) ☐ No imprint desired.

☐ Use my logo for an imprint!

\$29.50 one-time charge for custom logo, lettering or special characters.  
Include black and white artwork, no shading, photocopies or scans.

☐ Use logo from previous order

**TO ORDER BY PHONE, CALL 1-800-528-9766 OR FAX 1-800-528-1443**  
MYRON, 285 Maywood Avenue, Maywood, New Jersey 07067

Myron is not responsible for typographic errors that may appear in this order. This offer is subject to stock availability and withdrawal without prior notice.

☒ **FREE GIFT: Silver Plated Picture Frame # 9100100**  
OR shipped separately.

**3. Method of Payment:** Shipping and handling additional. FOB NJ Factory.

☐ Check Enclosed ☐ Bill Account (net 30 days in USA used time)  
☐ Visa ☐ American Express ☐ MasterCard ☐ Discover

Card Number

Expiration Date

Signature

All orders must be signed

Date

Title

W. Adler

Telephone

Fax

\*For numbers required to send you a FREE paper proof of your order

CSN#: C674214926

MR. TERRY FLYNN  
205 MAYWOOD AVENUE  
MAYWOOD, NJ 07067

\*Special rates on 10,000+ USA client orders required. Please contact sales office.

Qty: 14/0001

MYRON 0171



MYRON  
205 Maywood Avenue  
Maywood, New Jersey 07607  
Phone: 1-800-526-8768  
Fax: 1-800-646-1443  
www.myron.com

August 2004

Limited Time Only  
One LOW Price  
\$2.39 Each!

Myron  
The Leader in  
Personalized Business Gifts



16.3 3

MR. TERRY FLYNN  
205 MAYWOOD AVENUE  
MAYWOOD, NJ 07607

Dear Mr. Flynn,

You have chosen Myron business gifts featuring our popular Teamwork theme in the past, so we invite you to continue building your team - and your business - with our latest eye-catching, functional, and affordable addition to the line.

Get that all-important message into your customers' hands!

The Teamwork Peak Compac Note Pad/Pen you are holding is a great way to express thanks, reward loyalty, or to remind customers and prospects you're there for them. Sized to fit any pocket, this indispensable little helper features perforated lined pages plus a compact ballpoint pen with stylish gold accents that clip into the binding for jotting down quick notes on the go. But the best feature of this diary is the way it enables you to send a big message: we can imprint 4 lines with up to 24 characters per line. What better way to keep TERRY FLYNN in the hands of those who need your goods and services!

One low price of just \$2.39!

Order your Teamwork Peak Compac Note Pad/Pen within 30 days, and I'll extend **ONE LOW PRICE OF JUST \$2.39 PER NOTEPAD** for any quantity of 50 or more. As always, your satisfaction is 100% guaranteed.

Cordially,

*Mike Adler*  
Mike Adler  
Owner/Founder

P.S. Act now, and I'll include a **FREE GIFT** with your order! Please don't delay!

Order Now - Pay **ONE Low Price ... Just \$2.39 each!**

☒ OKAY MIKE! HERE'S MY ORDER!

1. Teamwork Peak Compac Note Pad/Pen **SLAN0008**  
☐ 50 per 1 ☐ 100 ☐ 250 ☐ 500  
 Regular Price \$3.99 \$2.99 \$2.99 \$2.99  
 Special Price \$2.99 \$2.39 \$2.39 \$2.39

2. Select one imprint option: (a, b or c)

There is an \$5.00 machine set up charge for all imprint orders.

(a) ☐ Imprint per enclosed sample: (as shown below)

Commitments of  
TERRY FLYNN  
MAYWOOD, NJ 07607

(b) ☐ Imprint per enclosed sample: (as shown below)  
 Four line imprint option: 24 characters per line including spaces

(c) ☐ Imprint per enclosed sample: (as shown below)  
 Four line imprint option: 24 characters per line including spaces

1. Commitments of a trusted sales rep at our local store

2. Commitments of a trusted sales rep at our local store

3. Commitments of a trusted sales rep at our local store

4. Commitments of a trusted sales rep at our local store

5. Commitments of a trusted sales rep at our local store

6. Commitments of a trusted sales rep at our local store

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12. Commitments of a trusted sales rep at our local store

13. Commitments of a trusted sales rep at our local store

14. Commitments of a trusted sales rep at our local store

15. Commitments of a trusted sales rep at our local store

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50. Commitments of a trusted sales rep at our local store

☒ **FREE GIFT:** Luggage On Wheels # 0129000  
 Gift shipped separately.

3. Method of Payment: Shipping and handling additional. FOB NJ Factory

☐ Check Enclosed ☐ Bill Account (net 30 days to cash noted here)  
☐ VISA ☐ American Express ☐ MasterCard ☐ Discover

Card Number

Expiration Date

Signature

(all orders must be signed)

Date

Title

E-Mail

Telephone

Fax

\*For receipt required to send you a FREE proof of your order

Q39M: C244066918

MR. TERRY FLYNN

205 MAYWOOD AVENUE

MAYWOOD, NJ 07607

Control copy to P.O. Box, USA street address required. Make corrections above

TO ORDER BY PHONE, CALL 1-800-526-8768 OR FAX 1-800-646-1443

MYRON, 205 Maywood Avenue, Maywood, New Jersey 07607

We are not responsible for typographic errors that may appear in this notice. The price is subject to modification or withdrawal without prior notice.

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MYRON 0172

Caillat Decl., Ex. 7  
Page 8 of 9

MYRON  
205 Maywood Avenue  
Maywood, New Jersey 07607  
Phone: 1-800-626-0760  
Fax: 1-800-646-1443  
www.myron.com

May 2004

MR. TERRY FLYNN  
205 MAYWOOD AVENUE  
MAYWOOD, NJ 07607

Dear Mr. Flynn,

When you selected our *dishtowel* calendar to convey your holiday best wishes last year, you confirmed that TERRY FLYNN appreciates exceptional value and quality. That's why we would like to invite you to order the Teamwork Peak 200 Wire Diary now and build customer loyalty.

**A 'win-win' gift for your customers - and your company**

The Teamwork Peak 200 Wire Diary is one holiday gift they'll appreciate and use every day. Sized to fit any pocket, this indispensable companion features a 4-week-at-a-glance calendar and a handy 16-page, full-color U.S. road atlas. The stylish black crush cover features our best-selling Teamwork Peak™ design, and the new ring binding lets the diary lie flat when open for easy writing. Plus we'll imprint your four-line message on the cover in gold - FREE!

When you consider how much exposure you stand to gain over your competitors because your customers always have your name and phone number handy, you can appreciate why this is one business gift that keeps paying healthy dividends on your surprisingly modest investment!

I urge you to take 60 seconds now -- and choose a gift that will last 365 days! I look forward to receiving your order.

Sincerely,

*Mike Adler*  
Mike Adler  
Owner/Founder

RETURN TO: MYRON

**OKAY MIKE! HERE'S MY ORDER!**

**1. Select Product: (a or b)**

(a) Teamwork Peak 200 Wire Diary #8218249

☐ 50 each ☐ 100 ☐ 250 ☐ 500 ☐ 1,000  
\$3.75 ea. \$3.22 ea. \$2.89 ea. \$2.79 ea. \$2.57 ea.

(b) I'd rather reorder: Teamwork Peak 200 Diaries #8032AB

☐ 2,004 @ \$2.22 ea. ☐ 2,600 @ \$2.19 ea. ☐ 3,000 @ \$2.16 ea.

**2. Select one imprint option: (a, b or c)**

There is an \$8.95 machine set-up charge for all imprint orders.

(a) ☐ Imprint per enclosed sample: (as shown below)

Compliments of  
TERRY FLYNN  
MAYWOOD, NJ 07607

(b) ☐ Change my imprint to: (Please print or type clearly.)

Sample item imprint is 4 lines, approx. 32 characters per line including spaces.  
Reorder item imprint is 4 lines, approx. 30 characters per line including spaces.

1. If "Compliments of" is desired please order at rate 1 above.

2.

3.

4.

Most customers use this line of imprint for e-mail, website or phone number.

(c) ☐ No imprint desired.

☐ Use my logo for an imprint.

\$20.00 one-time charge for custom logo. Altering or special characters.  
Exclude black and white artwork, no shading, photocopies or faxes.

☐ Use logo file from previous order.

TO ORDER BY PHONE, CALL 1-800-626-0760 OR FAX 1-800-646-1443  
MYRON, 205 Maywood Avenue, Maywood, New Jersey 07607

Myron is not responsible for typographical errors that may appear in this letter. This offer is subject to registration or withdrawal without prior notice.

**FREE GIFT: AMPLA Shower Soap # 604000**

Gift shipped separately.

**3. Method of Payment: (Shipping and handling charges apply to all orders.)**

☐ Check Enclosed ☐ Bill Account (net 30 days to 100% cash)  
☐ VISA ☐ American Express ☐ MasterCard ☐ Discover

Card Number

Expiration Date

Signature

(All orders must be signed)

Date

Title

E-Mail

Telephone

\*Not number required to send you a FREE paper proof of your order.

QSN# C60415932

MR. TERRY FLYNN

205 MAYWOOD AVENUE

MAYWOOD, NJ 07607

Company Name: MYRON, 205 Maywood Avenue, Maywood, NJ 07607

MYRON 0173

# EXHIBIT

## 8

**CONFIDENTIAL**

TW Ad Spend	Yr	2002	2003	2004	2005	2006	Grand Total
Buyer							
Customer		\$118,186	\$327,129	\$565,305	\$997,963	\$588,513	\$2,597,097
Prospect		\$3,238,833	\$2,665,020	\$4,507,690	\$4,397,156	\$1,914,151	\$16,722,849
<b>Grand Total</b>		<b>\$3,357,019</b>	<b>\$2,992,149</b>	<b>\$5,072,995</b>	<b>\$5,395,119</b>	<b>\$2,502,664</b>	<b>\$19,319,947</b>

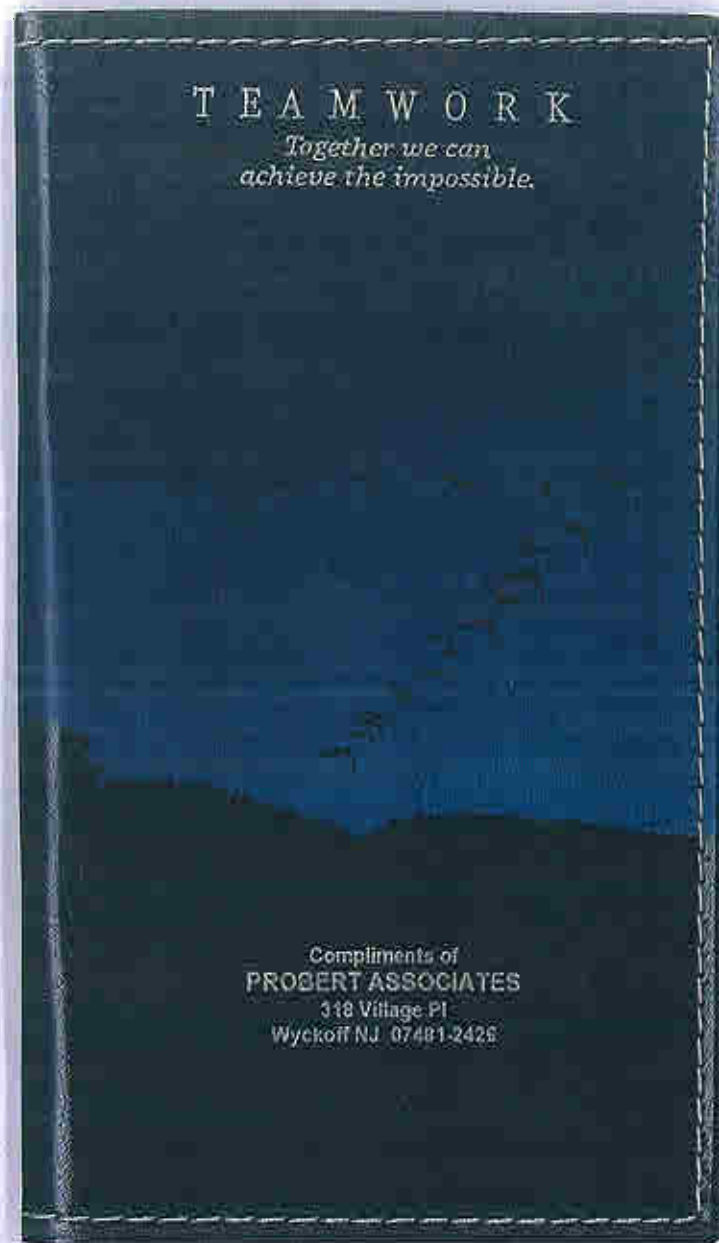
Catalog Costs	\$153,050
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MYRON 0174

# EXHIBIT

## 9





# EXHIBIT 10





## Achieve Teamwork Pocket Planners

Size: 3-5/8"W x 6-3/8"H (closed)  
Imprint Color: Gold  
Imprint Area: 2-7/8"W x 1-1/4"H,  
up to five lines

Plate Charges: \$9.95

Custom Logo: \$29.95

**NEW**

Monthly #41095

Weekly #41096

Achieve  
Teamwork

### Achieve Teamwork Pocket Planner

#41095 #41096

Weekly Monthly

Quantity			"2 For 1" Offer
2,500	\$2.79 ea.	\$2.39	Plus 2,500 FREE!
1,000	\$2.89 ea.	\$2.49	Plus 1,000 FREE!
500	\$2.89 ea.	\$2.59	Plus 500 FREE!
250	\$3.09 ea.	\$2.79	Plus 250 FREE!
100	\$3.19 ea.	\$2.89	Plus 100 FREE!
50	\$3.29 ea.	\$2.99	Plus 50 FREE!

### Achieve Teamwork Duet Pocket Planner

#41091 #41092

Weekly Monthly

Quantity			"2 For 1" Offer
2,500	\$2.99 ea.	\$2.59	Plus 2,500 FREE!
1,000	\$3.09 ea.	\$2.79	Plus 1,000 FREE!
500	\$3.29 ea.	\$2.99	Plus 500 FREE!
250	\$3.39 ea.	\$3.09	Plus 250 FREE!
100	\$3.49 ea.	\$3.19	Plus 100 FREE!
50	\$3.59 ea.	\$3.29	Plus 50 FREE!

**2 for 1**

in quantities shown

Monthly #41091  
Weekly #41092  
Achieve  
Teamwork Duet  
Includes Pen

## United Teamwork Pocket Planners

Size: 3-5/8"W x 6-3/8"H (closed)  
Imprint Color: Gold  
Imprint Area: 2-7/8"W x 1-1/4"H,  
up to five lines

Plate Charges: \$9.95

Custom Logo: \$29.95

**NEW**

### United Teamwork Pocket Planner

#40921 #40924

Weekly Monthly

Quantity			"2 For 1" Offer
2,500	\$2.79 ea.	\$2.39	Plus 2,500 FREE!
1,000	\$2.89 ea.	\$2.49	Plus 1,000 FREE!
500	\$2.89 ea.	\$2.59	Plus 500 FREE!
250	\$3.09 ea.	\$2.79	Plus 250 FREE!
100	\$3.19 ea.	\$2.89	Plus 100 FREE!
50	\$3.29 ea.	\$2.99	Plus 50 FREE!

### United Teamwork Duet Pocket Planner

#40922 #40925

Weekly Monthly

Quantity			"2 For 1" Offer
2,500	\$2.99 ea.	\$2.59	Plus 2,500 FREE!
1,000	\$3.09 ea.	\$2.79	Plus 1,000 FREE!
500	\$3.29 ea.	\$2.99	Plus 500 FREE!
250	\$3.39 ea.	\$3.09	Plus 250 FREE!
100	\$3.49 ea.	\$3.19	Plus 100 FREE!
50	\$3.59 ea.	\$3.29	Plus 50 FREE!

Monthly #40921  
Weekly #40924  
United  
Teamwork

**2 for 1**

in quantities shown

Monthly #40922  
Weekly #40925  
United  
Teamwork Duet  
Includes Pen

MYRON 0215

Online: [www.AmsterdamPrinting.com](http://www.AmsterdamPrinting.com)